

## ABSTRACT

A transmission/reception system for transmitting a media signal such as moving picture data, audio data and the like has a transmitter for transmitting the media signal to a transmission path, and a receiver for receiving the media

5 signal through the transmission path. The receiver comprises a buffer for temporarily storing the media signal from the transmitter, a monitoring unit for monitoring the amount of accumulation in the buffer, and a control unit for sending a control signal to the transmission path when the amount of accumulation exceeds a predefined threshold or falls short of the threshold.

10 The transmitter comprises an accumulation unit for storing at least two types of media signals at different bit rates, and a delivery unit for receiving the control signal sent from the receiver to the transmission path, switching the bit rate based on the control signal, and delivering the media signal from the accumulation unit.